

APPENDIX D

Format for PSYOP Studies

PSYOP studies provide the analyst and the PSYOP planner a starting point to begin their campaign planning process. These studies are produced either to address long-term general background information or to address immediate short-term needs. PSYOP studies are currently categorized as the BPS, the SPS, and the SPA.

Basic PSYOP Study

A BPS is a document that succinctly describes the most PSYOP-pertinent characteristics of a country, geographical area, or region. (See Figure D-1, pages D-2 through D-11, for the format of a BPS and an explanation of its contents.) The BPS serves as an immediate reference for the planning and conduct of PSYOP programs.

Special PSYOP Study

An SPS is a similar document, but it focuses either on a single topic (perhaps the Dutch people throughout the world) or a specific aspect of a BPS (a township or precinct, for example). The SPS format is the same as the BPS format.

Special PSYOP Assessment

An SPA is a PSYOP evaluation of the operational area conducted by PSYOP units with supporting intelligence-gathering activities. It is required when conditions or situations significant to PSYOP contingency planning or operations of a politico-military nature reach the crisis or near-crisis stage. The SPA must be completed as soon as such conditions are recognized. Since the SPA may influence decisions pertaining to the situation or operation, it should concentrate on those areas directly affecting the situation.

The SPA updates existing portions of a BPS or SPS and should be used in conjunction with these documents for military contingency planning. The SPA has no set format. It can follow the format of the BPS or, if it is to be electronically transmitted, a format prescribed by the unified or joint command.

(CLASSIFICATION)

TITLE PAGE ()

() The title page of a BPS must show the country, area, group, or other subject of the study. It should also show the classification, the copy number, the date-time group, and command post location. (The originating unit should keep a record of the names, grades, and duty assignments of the BPS's authors.)

EXECUTIVE SUMMARY ()

() The executive summary should address the strategic significance of the area under study. (The BPS's authors should write the executive summary last, in a clear, brief, accurate, and coherent form.)

NOTE: The commander reading the summary should use its information to decide how to employ PSYOP in that area.

TABLE OF CONTENTS

() Executive Summary	v
() Table of Contents	v
() Introduction	*

CHAPTER

1. () History and Ideology	2
2. () Government and Politics	2
3. () Foreign Relations and Policy	2
4. () Society and Culture	3
5. () Economy	3
6. () Military Establishment	4
7. () Communication Process and Effects	4
8. () PSYOP, Political Warfare, and Official Information	5
9. () Potential Target Audiences	5
() Endnotes	6

*If the introduction is part of the front matter as shown in this sample, the page number is shown in Roman numerals following the last page of the Table of Contents. If it is part of the text, the page number begins with Arabic number 1.

v

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Figure D-1. Sample format for PSYOP studies.

(CLASSIFICATION)

APPENDIX

A. () Country Summary	6
B. () Government Structure	7
C. () Members of Government and Key Personalities	7
D. () Communications Facilities	7
() Glossary	8
() Bibliography	8
() Distribution	8

vi

(CLASSIFICATION)

Figure D-1. Sample format for PSYOP studies (continued).

(CLASSIFICATION)

INTRODUCTION ()

() The introduction outlines the study's intent, cites the directive requiring the study, and explains the study's format.

() The study's intent is to provide a summary of aspects of subject country significant to PSYOP. The study should identify psychological vulnerabilities, characteristics, insights, and opportunities that exist in subject country. It is prepared as a basic source document for further development of estimates, plans, and annexes. Although this study can help develop contingency plans, it is not tailored to any particular plan. Rather, its neutral data and insights can be used to analyze possible political and military developments in the region.

() Insert here a paragraph referencing the authority directing the study and stating the research cutoff date and provisions for updating the study.

() Focus the BPS format on the PSYOP aspects of the many topics addressed. Do not view this document as a comprehensive and self-contained area study. Instead, use it as a complement to such other standard references as the Department of the Army Area Handbook Series. In addition, the BPS—

- () Results from standard classified products of the national intelligence community and academic social science research.
- () Tries to be more analytical than descriptive in nature, making it subject to varying individual perspectives.
- () Works well when analysts compare it with BPSs on other countries in the region or area.
- () Is not a U.S. foreign policy statement or comprehensive analysis of subject country, except in areas with direct PSYOP relevance.

() Insert here a statement of U.S. policy goals toward the country in question. This information comes from the proper USIA Country Plan, Department of State Policy Memorandum, or similar document, in priority order.

() Because certain gaps exist in getting BPS material (classification level, availability of complete and timely information, or time limits on research), listing these gaps here to aid future research and guide BPS users to further inquiries.

1

(CLASSIFICATION)

Figure D-1. Sample format for PSYOP studies (continued).

(CLASSIFICATION)

() Insert here issues or BPS-relevant material (such as an area map) not included, addressed, or completely answered elsewhere.

CHAPTER 1

HISTORY AND IDEOLOGY ()

() In this chapter, review the evolution of the state and its people, focusing on aspects having psychological significance. Do not detail chronology of the country's development. Keep in mind, however, the country's history has an important relationship to the country's historical perspective, attitudes, and current world position.

() Because of its special importance to PSYOP, in this chapter, cover historical issues thoroughly. A historical analysis of current political, economic, and military policies gives PSYOP personnel a solid base for the study.

CHAPTER 2

GOVERNMENT AND POLITICS ()

() In this chapter, cover the country's political system. Give a descriptive analysis of political power sources, the policymaking process, and the political complexities of the government. Include the system's responsiveness to pressure and its influence on the country's politics.

() When discussing the political system, pay close attention to the role of individuals, special interest groups, and political parties. Include the population's political attitudes, values, and view of the political system. Also discuss the government's function in society.

CHAPTER 3

FOREIGN RELATIONS AND POLICY ()

() In this chapter, survey the country's foreign relations. Concentrate on its political alignment in world affairs and its relationship with the United States. Describe the foreign policy of the country. Also analyze and interpret why the country acts as it does in international affairs.

Figure D-1. Sample format for PSYOP studies (continued).

(CLASSIFICATION)

() Include in this analysis and interpretation data on leaders who form foreign policy and on the success of their policy. This foreign relations study lets the PSYOP personnel view the country's world position and the reasons for that position. Also examine the basis for internal support or opposition, as well as the political climate these policies create.

CHAPTER 4

SOCIETY AND CULTURE ()

() In this chapter, analyze the subject country's social setting. Provide the PSYOP personnel with the knowledge needed to understand potential target audiences. Analyze every major aspect of the country's social dynamics that can help assess the country's PSYOP potential.

() Cover the country's social organization and cultural and behavioral patterns and characteristics. Place special emphasis on the society's social values and the role of the family. Address culture, social organization, education, customs, ethnic composition, and the interrelated effects of religion, language, and history.

() Cover the population's health status and the presence or absence of public welfare programs that may provide PSYOP key figure indicators. Also cover social problems and intergroup tensions.

CHAPTER 5

ECONOMY ()

() In this chapter, present a brief analysis of the characteristics, structure, and dynamics of the national economy. Cover the subject country's economic strengths and weaknesses, current economic and labor problems, and economic potential.

() Describe in detail the country's economic base and the importance of agriculture, industry, and trade. This information helps determine if the present economic structure meets the people's needs. These economic considerations explain many of the sociological conditions that have psychological importance. Address society's perceptions of the wisdom of government economic policies. Also describe individual or group perceptions of how members of society stand to gain or lose from those policies.

Figure D-1. Sample format for PSYOP studies (continued).

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CHAPTER 6**MILITARY ESTABLISHMENT ()**

() In most countries, the military establishment involves itself in internal politics as well as external defense. Even when the military establishment does not directly compete for political power, its actions influence social and political development.

() Do not focus on OB, but analyze the following topic areas:

- () Emergence of the modern military establishment.
- () Military roles in the political, economic, and social spheres, and the effects of those roles.
- () Issues creating cohesion or conflict within the armed forces.
- () Leadership.
- () Conflicts within the military establishment.
- () Extent, quality, and influence of foreign military aid.

CHAPTER 7**COMMUNICATION PROCESS AND EFFECTS ()**

() List essential information about communication patterns for the implementation of a PSYOP program. Include the following information:

- () Manner and social means of communication (not technical data on communications facilities).
- () Languages and language groups, nonverbal communication, and nonverbal symbols specific to the country's culture or cultures.
- () Colors of significance.
- () Distinctive styles in rhetoric or visual arts, including dramatic, poetic, and musical forms. All these forms are significant to PSYOP. Use them to inspire the attitudes, emotions, and desired behavior.
- () Data on the society's formal and informal leadership positions where the incumbents are key communicators and opinion leaders.
- () Analysis of the reading and listening habits of the society.

4

(CLASSIFICATION)

Figure D-1. Sample format for PSYOP studies (continued).

(CLASSIFICATION)

- () Analysis of printed formats.
- () Analysis of media effectiveness. Also address freedom of the press issues, if any.

CHAPTER 8

PSYOP, POLITICAL WARFARE,
AND OFFICIAL INFORMATION ()

() Describe the propaganda conducted by or directed at the country. Examine the information efforts of the country's government and agencies. Also analyze the kinds of current domestic and foreign propaganda and its political and philosophical direction. A careful analysis of the effectiveness of the society's propaganda techniques provides useful insights for future U.S. PSYOP efforts.

() Other countries may direct propaganda at the subject country to achieve certain political aims. Explain these foreign efforts, their media, their target audiences, and their political goals. Pay particular attention to U.S. efforts and facilities for possible use in a future PSYOP program.

CHAPTER 9

POTENTIAL TARGET AUDIENCES ()

() This chapter is the most important chapter of the BPS. Combine in it PSYOP information and apply it to the identified target groups. Use certain classes of information to define the psychological characteristics of each significant target audience. These classes are the target audience's—

- () Past and present attitude and behavior toward the key issues and conditions.
- () Accessibility to PSYOP products, including the medium to which the target audience is most responsive.
- () Susceptibility to persuasion. Thoroughly analyze the target audience's conditions and attitudes. The results of this analysis can aid PSYOP personnel in persuading the target audience to adopt desired behavioral changes and identify resistance to behavioral change that must be overcome. Also, estimate the chances of successful target audience persuasion. Some target audiences may not seem susceptible, but a change in conditions may change the target audience's susceptibility.

Figure D-1. Sample format for PSYOP studies (continued).

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- () Effectiveness in influencing other potential target audiences or in taking direct action to influence events. Study the individual's effectiveness as a communicator and the group's power in relation to other groups. A change in the situation may also change the group's effectiveness.

ENDNOTES ()

() List publications, documents, and other sources used in producing this BPS. Number text references sequentially within the study.

APPENDIX A

COUNTRY SUMMARY ()

() Give the reader a brief overview of the subject country, its geography, and its people. These background data and statistics should include the following items:

- () Country. Identify the country, tell when formed, and show previous control.
- () Government. State briefly the type of government, method of appointing or electing leaders, and length of terms. List current leader or leaders and political power in the country.
- () Size, location, and geographical subdivision. List the size of the area in square miles or kilometers, and give the general location. Show any geographical subdivision, such as coasts, mountains, and flatlands.
- () Population. State the number of people and the area density. Show the heavily populated areas.
- () Languages and dialects. List the official language, languages spoken by the population, percentage of population speaking each language, and areas of the concentrations.
- () Labor. Outline the total work force, the area of endeavor, and the percentages.
- () Religions and sects. List the religions of the area and the percentage of the population that practices each.
- () Education. List the types of systems and the primary emphasis of each.
- () Literacy rates.
- () Health. List the general conditions of the populace. Describe the medical care system.

Figure D-1. Sample format for PSYOP studies (continued).

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- () Justice. Describe the justice and court systems.
- () Administration. Outline the breakdown of the governmental and judicial districts, counties, or precincts.
- () Transportation. List the methods of transportation available and include the total capabilities. This information may include the number of airlines, airplanes, airfields, kilometers and kinds of highways, and kilometers of waterways and depth.
- () Armed forces. List organization and strengths.
- () Police. List the types and areas of responsibilities.

APPENDIX B

GOVERNMENT STRUCTURE ()

() List the formal government structure, key positions, and organizations of the country. Outline the chain of government control, including political parties, if applicable. A schematic diagram may be helpful. Include only branches of government and their key positions, not names.

APPENDIX C

MEMBERS OF GOVERNMENT AND KEY PERSONALITIES ()

() List biographic data about members of government and key personalities plus their potential psychological vulnerabilities and susceptibilities.

APPENDIX D

COMMUNICATIONS FACILITIES ()

() Give a brief overview of the subject country's media facilities. Include the facilities' locations and levels of technical sophistication. Cover printing, publishing, and the distribution of radio and television receivers, studios, transmitters, and relay facilities. Also include film production and exhibition facilities, dramatic production, and news service facilities. Write this appendix as if the U.S. PSYOP units will use this equipment or supervise its operation. Since PSYOP personnel may get operating supplies or repair parts from in-country sources, provide the following information:

- () Make.
- () Model.

Figure D-1. Sample format for PSYOP studies (continued).

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- () Type.
- () Series.
- () Name of manufacturer.
- () Any other technical information on the repair or operation of this equipment.

GLOSSARY ()

() Prepare a glossary that lists in alphabetical order all acronyms and foreign words used in the BPS. List also all words and terms that have special meaning and need to be defined.

BIBLIOGRAPHY ()

() List the source material used in writing the BPS. Include the name of the author, the title of the publication, the publisher, and the date of publication.

DISTRIBUTION ()

() Dissemination of the BPS is accomplished by the originating agency for the recipients within the agency and by DIA for all other recipients. Include in the distribution list the identification of recipient agency (by code), the number of copies furnished, and the office symbol of the recipient. For DIA dissemination, request the distribution list from them and send them the total number of copies requested.

Figure D-1. Sample format for PSYOP studies (continued).